

Annual Report and Action Plan

Company Name: **Asahi Beverages**

Trading As: **Asahi Beverages**

ABN: **48135315767**

About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance **Leading**

The chart below indicates the overall performance level of this organisation listed above in the 2024 APCO Annual Report. The organisation's reporting period was **January, 2023 - December, 2023**



Understanding APCO Annual Reporting performance levels:

- 1 Getting Started:** You are at the start of your packaging sustainability journey.
- 2 Good Progress:** You have made some first steps on your packaging sustainability journey.
- 3 Advanced:** You have taken tangible action on your packaging sustainability journey.
- 4 Leading:** You have made significant progress on your packaging sustainability journey.
- 5 Beyond Best Practice:** You have received the highest performance level and have made significant progress on your packaging sustainability journey.

Contact

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Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation.

Victoria's biggest PET plastic bottle recycling plant opens for business in Melbourne

A new \$50 million facility capable of recycling the equivalent of up to one billion 600ml PET plastic beverage bottles a year has commenced operations in Melbourne, coinciding with the start of Victoria's Container Deposit Scheme.

The Circular Plastics Australia (PET) plant will convert used beverage bottles, into high-quality food-grade resin, which is then used to make new recycled PET beverage bottles and food packaging such as meat trays and fruit punnets. The plant will play a key role in recycling PET bottles collected through the Container Deposit Scheme as well as PET plastic packaging from household and office recycling bins.

The world-class facility is the biggest of its kind in Victoria and equipped with state-of-the-art equipment capable of producing 2.5 tonnes of recycled PET resin per hour. Multiple infrared and optical sorters firstly separate out any non-PET material, such as bottle lids, labels, and metals. The PET bottles are then shredded, ground, and washed, before the flaked material goes through a two-stage heating and drying process. The washed flake finally undergoes an extrusion and purification process to produce the recycled PET resin certified to US FDA standards.

When fully operational, the plant will be able to produce around 20,000 tonnes of recycled PET resin each year, equivalent to the weight of two Eiffel Towers! At full production, the facility is expected to employ about 45 people for its 24/7 operations and supported around 60 full time jobs during its construction.

This is the second Circular Plastics Australia (PET) recycling facility now operational in Australia, with the first, a similar sized plant in Albury NSW, commencing operations in March 2022.

Circular Plastics Australia (PET) is a joint venture between Asahi Beverages, Pact Group, Cleanaway Waste Management, and Coca-Cola Europacific Partners (CCEP) and was formed to provide a bottle-to-bottle solution to help accelerate the local plastic circular economy. While competitors in the beverage market, CCEP and Asahi Beverages have come together for this joint venture to help deliver a significant increase in the volume of PET plastics recycled in Australia.

Pact managed the build and now operates the two recycling facilities. Cleanaway provides used PET plastic to be recycled through its collection and sorting network. Asahi Beverages and CCEP use the recycled resin from the joint venture to make new 100% recycled PET beverage bottles while Pact manufactures recycled food and beverage packaging for its customers.

By recycling plastic waste locally, the two Circular Plastics Australia (PET) plants are helping to create a "closed loop" solution for plastic beverage bottles and reduce Australia's reliance on virgin and imported recycled resin.

Asahi Beverages CEO Amanda Sellers said: "This plant helps ensure soft drink bottles collected via the Victorian CDS and recycling bins get another life as beverage bottles or food packaging. It's a big step towards creating a truly circular economy in Victoria. Already, all our 450ml and 600ml water and soft drink bottles are made with 100% recycled plastic (excluding caps and labels)."

The CPA (PET) project in Altona North received \$6 million in funding through the Australian Government's Recycling Modernisation Fund and the Victorian Government's Circular Economy - Recycling Modernisation Fund.

APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

Criteria 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review **100%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Consider the following Sustainable Packaging Principles in our packaging reviews:
 - Design for recovery
 - Optimise material efficiency
 - Design to reduce product waste
 - Eliminate hazardous materials
 - Use of renewable materials
 - Use recycled materials
 - Design to minimise litter
 - Design for transport efficiency
 - Provide consumer information on environmental sustainability
- **95%** of our packaging to be optimised for material efficiency.

Criteria 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
 - Our products
 - Primary packaging that we use to sell our products
 - Secondary packaging that we use to sell our products
- 94% of our packaging to be made using some level of recycled material

Criteria 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- 84% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Use PREP to assess the recyclability of our packaging through kerbside collection in Australia and/or New Zealand.
- Investigate opportunities to use reusable packaging.
- 3% of our packaging to have all packaging components that are reusable.
- Participate in a close-loop recovery program/alternative collection system.

Criteria 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- 98% of our packaging to have on-pack labelling to inform correct disposal.

Criteria 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
 - Paper/cardboard
 - Soft plastics
 - Rigid plastics
 - Glass
 - Metals
- Aim for 98% of our on-site waste to be diverted from landfill.

Criteria 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
 - Participating in Business Clean Up Day
- Phase-out the following problematic and unnecessary single-use plastic items:
 - Rigid polyvinyl chloride (PVC) packaging
 - Opaque polyethylene terephthalate (PET) bottles